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People Profile: Matt Hancox

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DW: I have been called clairvoyant, but I don't think I can see that far ahead. I know that we will continue to evolve our services as the industry, technology, and markets evolve. I know that we will have a larger global presence and specialists in e products and social media.

ATG: *Boston, Oxford, São Paulo, what are the different personalities of your offices?*

DW: Boston is where PCG started 20 years ago, and it has remained the headquarters and our largest office.

In Oxford, we share an office with our parent company, **Publishing Technology**. You will hear Spanish, Hebrew, Italian, Arabic, or Serbian as our team speaks with librarians all over the world.

São Paulo has a start up-feel, with our team wearing many hats. There's a great entrepreneurial spirit you feel in the office there.

ATG: *Tell us what makes the PCG team unique.*

DW: We really reflect our industry. We're librarians, publishers, marketers, and salespeople. Figuratively and literally, we speak your language having grown up, lived, or traveled all over the world. We also get a charge out of learning about and identifying new trends. 🌱

against the grain people profile

Matt Hancox

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BORN AND LIVED: Born in Philadelphia and now reside in Raleigh, NC.

EARLY LIFE: Attended the **Milton Hershey School**, a boarding school in Hershey Pennsylvania, from the tender age of 7 and count myself a proud graduate of that wonderful institution.

FAMILY: Wife **Shelley**; son **Miles** (4) and daughter **Sadie** (2).

IN MY SPARE TIME: I have two children under 4 – I do not remember what spare time is!

FAVORITE BOOKS: *The Book Thief* by **Marcus Zusak**; *To Kill A Mockingbird* by **Harper Lee**; *Shoeless Joe* by **W.P. Kinsella**.

PHILOSOPHY: Pay attention to the details and the big things will take care of themselves.

MOST MEMORABLE CAREER ACHIEVEMENT: I have a hard time putting my finger on one specific thing. I suppose it is the relationships that I have developed with my customers and the people I work with over the last ten years.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Through-hike the Appalachian Trail.

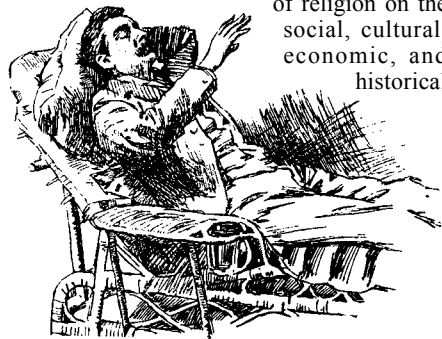
HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Gee, that's the toughest question and it is mandatory! Seriously, I have no idea. I just try to embrace the change because that is the only sure thing that is going to happen in this industry, or most others for that matter. 🌱



From the Reference Desk

by **Tom Gilson** (Head, Reference Services, Addlestone Library, College of Charleston, 66 George Street, Charleston, SC 29401; Phone: 843-953-8014; Fax: 843-953-8019) <gilson@cofc.edu>

The *Encyclopedia of Religion in America* (2010, 978-0872895805, \$600) is further evidence that **CQ Press** is expanding its horizons since its purchase by **Sage**. Best known for its reference works on U.S. government and politics, this recent encyclopedia is a departure. While religion and politics as well as Church-state issues are discussed, this set is far more ambitious. These four volumes are concerned with the "origins, development, influences, and interrelations of the many faiths practiced in North America." In short, the influence of religion on the social, cultural, economic, and historical



development of the United States, Canada, Mexico, and the Caribbean are explored in approximately 340 scholarly articles.

Edited by **Charles H. Lippy** and **Peter W. Williams**, the present set is, in some ways, an updated and expanded version of their well-received collaboration, the *Encyclopedia of the American Religious Experience*, published in 1988 by **Scribner**. However, while this prior reference was a collection of in-depth essays treating major themes, this time **Lippy** and **Williams** have opted for the more traditional alphabetical arrangement of topic-specific articles. Of course, the world has changed, often dramatically, since 1988. And while articles on the Emerging Church Movement, Faith-Based Initiatives, Megachurches, and Same-Gender Marriage speak to this change directly, the *Encyclopedia* is informed by contemporary scholarship throughout. Each entry has bibliography of quality sources, and recent publications are well-represented. Examining the thematic table of contents reprinted in each volume also testifies to the religious diversity found in the Americas. Entries cover topics

as diverse as Appalachian Mountain Religion, Buddhism, the Holiness Movement, Wicca and Witchcraft, City Missions, Santeria, Ecumenism, Jainism, and Neo-Paganism. Although a lot of the coverage relates to the United States, there are specific articles that discuss Canada, Mexico, and the Caribbean from aboriginal and indigenous traditions to the twentieth century mainstream. In addition, articles discussing cultural issues, theological movements, and social forces, as well as those delving into the role of mass media, popular culture, worship, music, and architecture are included.

Regardless of the changes made by editors **Lippy** and **Williams** in the *Encyclopedia of Religion in America*, an insistence on scholarly rigor and integrity remains key to their efforts. The quality readers have come to expect from **CQ Press** is evident throughout. The articles provide well-researched and accessible discussions of complex issues, as well as specific religions and traditions. They offer information and insights that students, scholars, and lay readers will all find of value. While it may

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